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Recruiting site includes Kirtland Air Force Base research

by Eva Hendren, Directed Energy Directorate

KIRTLAND AIR FORCE BASE, N.M. — The U.S. Air Force's official recruiting web site premiered a segment this month that highlights research and development at Kirtland Air Force Base.

The site, www.airforce.com, features a segment highlighting scientific research careers in the Air Force. The portion, "Scientific Research," provides information on five individuals chosen from Kirtland Air Force Base to represent a sampling of those blue-suiteders involved in technical, scientific and engineering fields.

Also highlighted on the site is a segment, called "Inside the Blue," which includes scientific research. It provides information on activities at the Air Force Research Laboratory's Directed Energy Directorate and the Air Force's Airborne Laser program.

Selected from among hundreds of potential candidates in the area of scientific research, the five featured on the site are Capt. Marjorie Quant of the Airborne Laser program, and from the directorate are 1st Lt. Harris Hall of the Starfire Optical Range Division, 1st Lt. Chad Brodel of the High Power Microwave Division, and 2nd Lt. Barry Croker and Staff Sgt. Steven Tuss from the Laser Division.

Each candidate was initially interviewed and screened as being representative of the Air Force community. The five individuals then participated in audio, video and still photographic sessions. The product of the endeavor is seen on the site, in which each has a section devoted to him or her, detailing professional, educational and personal backgrounds.

The web site also highlights technologies at the directorate and features a Directed Energy overview and some of the directorate's technical divisions. An interactive portion of the site features the Starfire Optical Range in which a web visitor is able to access information on the facility by selecting various interactive features and manipulating a virtual telescope online.

A look at the Airborne Laser program is also offered. That



Pictured left to right are Staff Sgt. Steven Tuss, 2nd Lt. Barry Croker, 1st Lt. Harris Hall, 1st Lt. Chad Brodel, and Capt. Marjorie Quant. The five are highlighted on the official Air Force recruiting site in the area of Scientific Research. (Air Force photo).

section includes a short concept video of the laser-armed aircraft in action and a view of the plane's interior.

The mission of the AirForce.com recruiting project is to replace an older, more passive site with a site consisting of authentic stories from real Air Force members. The object is to interest potential recruits with a more personal connection by viewing actual members of the Air Force in their work and home areas.

The project effort is headed by the Air Force Recruiting Service at Randolph Air Force Base, Texas, the interactive project contractor TribalDDB and the advertising prime contractor GSD&M. @